

*Dynaco-like. 7450.*

If you just want to *keep* score, use a Spreadsheet.

If you want to discover how to *improve* the score, use ...



The Visual Thinking Tool for the 90's.<sup>TM</sup>

software from ...

*High Performance*

S Y S T E M S inc.

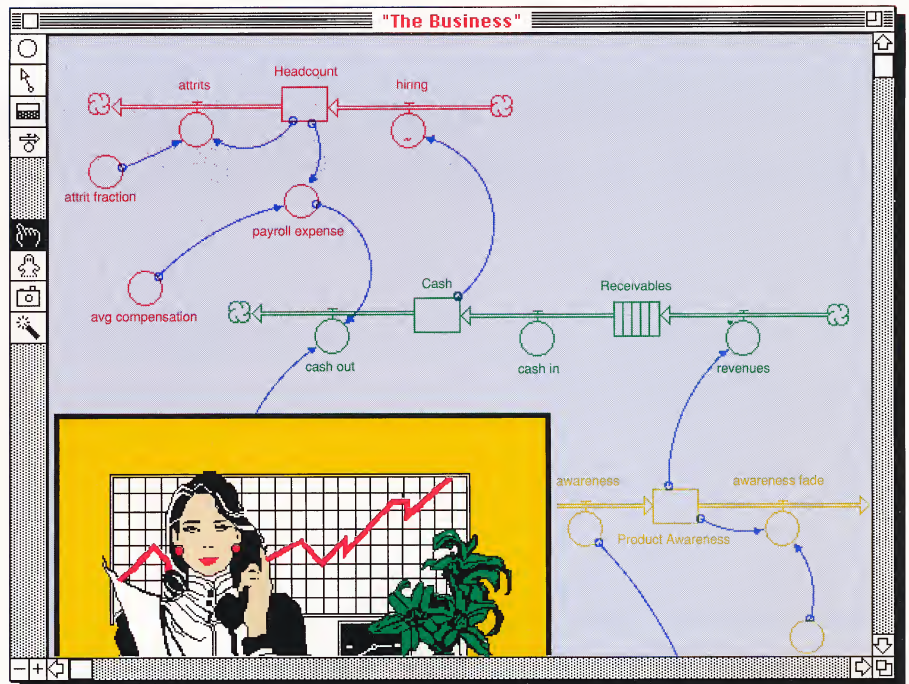
# i**think** turns the spreadsheet id go on top, as a diagram

## Begin by creating a clear picture of your business issue.

Use i**think**'s building blocks to visualize your thinking in clear, *operational* terms – no matter what the issue.

Use the circle icon to hold logical relationships, such as  $\text{payroll expense} = \text{Headcount} \times \text{avg compensation}$ . The arrow tool lets you diagram logical connections between variables, so you can see what's hooked up to what.

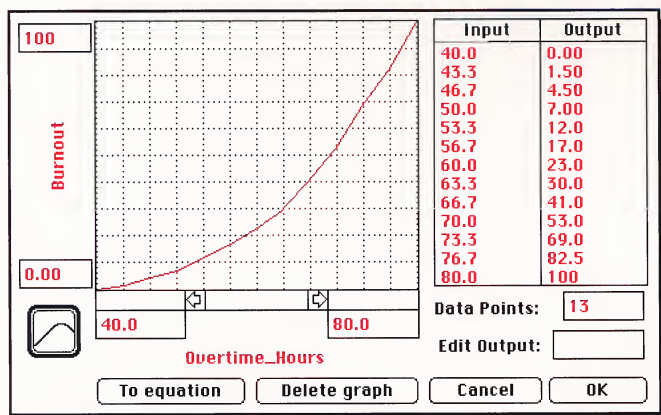
Use the rectangle to represent accumulations, such as Cash, Headcount, Receivables, or Product Awareness. Accumulations can be conveyors, ovens, queues, or reservoirs. The pipe icon depicts flows, which feed and drain accumulations.



You also can import graphics to customize the look of your diagram for presentation purposes.

Whether you work in a group, or alone, the process of laying out a diagram will stimulate lots of questions and generate many insights!

## Next, understand the relationships that make the picture work.



As you click together your diagram, i**think** will be hard at work (behind the scenes) *automatically* creating the equations framework needed to simulate your model.

You then can easily flesh out the framework. More than 50 click-in macros are available. You also can import data from your favorite data base or spreadsheet program. Or you can sketch in relationships using i**think**'s unique graphical function.

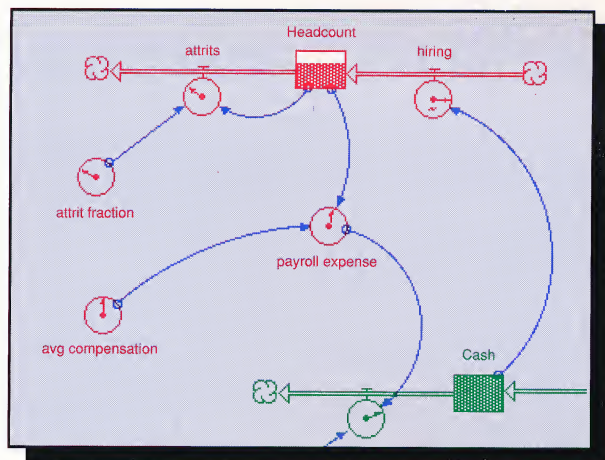
No rocket science is required!

Drag across the grid to produce a sketch of a relationship at work in your business – be it "hard" or "soft". A click turns any continuous curve into a set of discontinuous line segments.



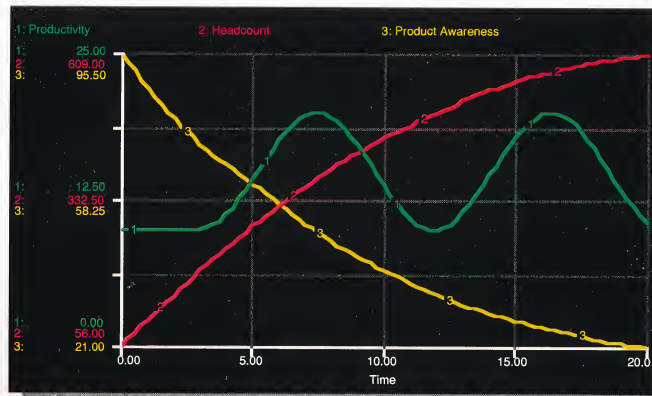
See inside out. The relationships  
The numbers go inside.

See the dynamic implications of the relationships you've laid out.



With animation, you can watch money, people, work, quality, frustration and burnout flow and accumulate.

Once you have specified the relationships, **lthink** enables you to bring them to life via animation, graphs, and traditional spreadsheet-like tables.



The Biz			
Page 1			
Months	0.00	1.00	2.00
Cash	\$21,681,901.87	\$22,012,291.03	\$22,153,735.06
Receivables	\$440,899.88	\$311,304.75	\$219,801.93
Headcount	73	123	171
17:44 11/7/1990			

Then, what-if 'till the cows come home !

You can vary parameters in increments, by having values chosen for you from a distribution, or by specifying them yourself.

**Allowable**  
 Advertising\_Outlays  
 Burnout  
 Cash  
 Customers  
 Headcount

**Selected (Value)**  
 Burnout (50)  
 Customers (50)

# of Runs:  
 4

Variation Type:  
☒ Incremental  
☐ Distribution  
☐ Ad hoc

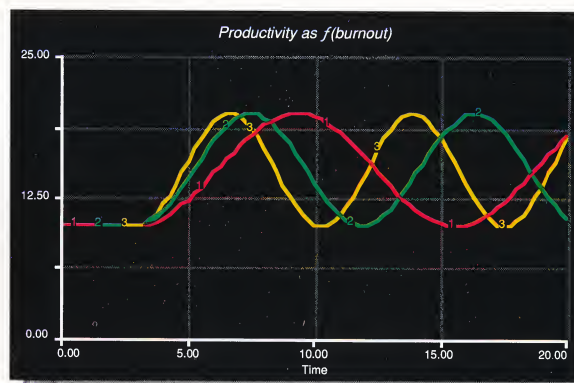
Define:  
 Graph  
 Table

Start: 30  
 End: 60

Run# Value  
 1 30  
 2 40  
 3 50  
 4 60

Remove  
 Replace

Set  
 Clear  
 Previous  
 Current  
 Cancel  
 OK



**lthink's** comparative graphs and tables display your sensitivity output. Your sensitivity changes are automatically journaled, so that you always will know exactly which changes produced what graph or table.

# In today's business environment, can you really afford not to improve the score?

Here are but a few of the people who are using **i!think** to find new ways to rack up some big wins...

"Of all of the PC-based tools we have looked at to analyze complex systems, **i!think** is by far the most user-friendly, and easy to use. The ability to represent complex systems, and to see how their behavior changes over time, makes **i!think** an ideal tool for us."

Rud Istvan, Senior Vice President  
Boston Consulting Group

"At Motorola we have used **i!think** to gain a better understanding of our production and inventory systems. In addition, we are using it to discover where the leverage points are in our manufacturing management processes. The great strength of this tool is the way in which it encourages you to look at the dynamics of a whole system, rather than at a relatively static view of a subsystem."

Robert Bresticker, Senior Staff Manager  
Motorola, Inc.

"**i!think** helped us to see the potential payoff in putting a few changes in place now, rather than waiting for a complete implementation. The savings we will realize as a result will be in the *millions* of dollars per year. The advantage I see in **i!think** is the guidance you get along the way to achieving a result. A spreadsheet only shows you what it looks like at the end. **i!think** shows you the rocks in the road along the way."

Winston Ledet, Program Manager  
E.I. DuPont de Nemours

"With **i!think** I can turn my client's 'mental models' of their business issues into a set of well-defined model relationships. They see the relationships and *experience* business performance unfolding over time. Using **i!think** engages clients in the consulting process at an entirely new level."

Naila Seif, Principal Consultant  
Digital Equipment Corporation



**think**<sup>TM</sup>

For more information,  
a free demo disk,  
and to order, call us at:

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Macintosh software from:

**High Performance**

**SYSTEMS** inc.

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